

# SELLING Points

Lottery Retailer Newsletter | January 2018 Vol. 18, No. 7



[sceducationlottery.com](http://sceducationlottery.com)



This **SPECIAL EDITION** of *Selling Points* takes a look at retailers across the state that have been selling lottery tickets since the games began in South Carolina in 2002. While we can't spotlight every retailer that has been with us since Day One, we hope in these pages you'll find similarities with your own story and know how appreciative we are for your efforts and continued support. Thank you all, so much for everything you do to support education in SC!





Maria Gomes helps a loyal customer with their lottery purchase. At the Drop-In Store in Greenville, customers can play the Lottery and enjoy a tasty bite to eat at Maria's Kitchen.

Lots of changes have come to downtown Greenville since the Drop-In Store opened almost 35 years ago. The family-fun store has stayed a cornerstone of the community and kept its doors open through power outages and snow storms.



Downtown Greenville today is a bustling, beautiful destination for work and play. On North Main Street, you'll find the Drop-In Store where the area is continuing to expand with fresh landscaping, new businesses and modern housing communities springing up.



GREENVILLE

## A Day at the Drop-In Store

*It's 6:30 in the morning, and Maria is opening the doors at the Drop-In Store in Greenville.*

Martha, her first customer of the day, is waiting. Once inside, Martha picks out lottery tickets as fast as Maria tears them off. Weekdays, that's their routine. Martha plays the Lottery on her way to work. And Maria Gomes, who runs the Drop-In Store with her husband Roland, starts the day with a lottery sale.

On the cusp of celebrating 35 years in business, the Drop-In Store on N. Main St. in Greenville has seen a lot of changes. Revitalization swept through Main St. bringing new restaurants, grocery stores, multi-storied apartments and fresh landscaping to the area.

"When we started out, business was great," Maria said. "Through

the years competition has increased and our loyal customers have gotten us through."

The family-run, community store that's considered by many a cornerstone of downtown Greenville has had a few tricks up its sleeve too.

A banner hanging in the back reads, "We sold craft beer before craft was cool." And they did, and still do. They stock great Latin and European wines as well. And while you are picking up a specialty brew, you might as well stay for a bite to eat.

*It's 10:30 a.m., Maria is leaving the front register and headed to the kitchen in the back.*

"Cooking is my passion," she said, showing off the neat, compact kitchen where she whips up flavorful fare like

Brazilian feijoada, Goan burgers, and spicy shrimp tacos. For the less adventurous, she jokes a hot dog is on the menu.

While "Maria's Kitchen" is open, Roland is manning the register and stocking shelves.

Maria says Roland never takes a vacation. He's in the store seven days a week, and doesn't let a power outage or a snow storm stop him from keeping the doors open so folks in the neighborhood have somewhere to go if they need supplies.

"This place is his dream," said Maria.

It's also their second home. Their three kids grew up in the Drop-In Store and even worked there while in high school and college.

These days it's just the two of them again. But Maria says she

and Roland still enjoy their customers and the community.

*It's 11 p.m., Roland is calling it a day and locking the doors.*

Retirement is in their future says Maria, but no time soon.

"We are just waiting for one of our customers to win big in the Lottery," laughs Maria.



COLUMBIA

# The Lucky Store

If seeing is believing, then the Corner Stop in Columbia is one of the luckiest lottery spots in the state.

A lottery retailer from the start, the store on Two Notch Rd. has built a winning atmosphere out of paper and tape.

Mementos of past lottery victories, both big and small, surround you when you step inside the store that’s just minutes from downtown Columbia. Row after row of winning lottery tickets valued anywhere from \$200 to \$500 run along the wall overhanging the register. Posters recognizing \$2,500, \$10,000 and even \$100,000 lottery wins line the other walls.

Where you are standing, winners have been made.

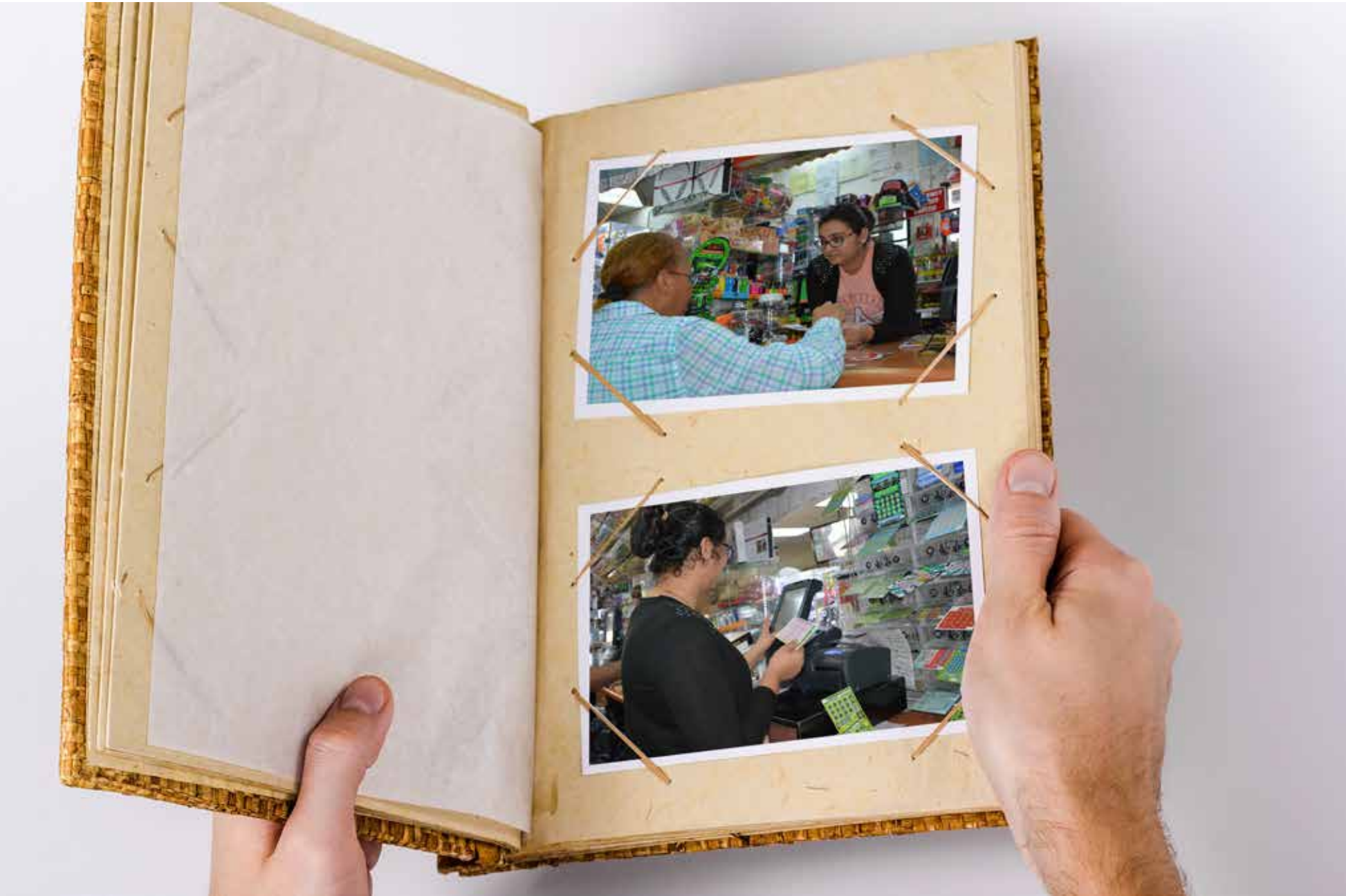
The store’s claim to fame—they sold South Carolina’s first winning Palmetto Cash 5 ticket worth \$100,000. And they proved it wasn’t a fluke selling three more top prize winning Palmetto Cash 5 tickets after that. There’s a sign hanging from the rafters noting the fact.



There’s no mistaking this store is a lucky place to play the Lottery. Just look at the proof that greets you when you walk in the door.



Columbia’s hidden lottery gem is the Corner Stop. The store on Two Notch Rd. sold SC’s first Palmetto Cash 5 top prize winning ticket. Then it sold three more! It’s winning atmosphere keeps the players coming back to test their luck.



Sunny Patel’s wife Dhara is amazing with the orders. She makes sure ticket orders are correct and takes care of requests in a flash. And she can multi-task too, printing a Pick 3 ticket, while paying out a prize and picking out a scratch-off for the next customer in line.

“This is the lottery place,” said Manager Sunny Patel. “It’s where you go if you want to play the lottery and win.”

And Sunny should know, he sold most of the winning tickets that you see on display. And if he didn’t sell them, his wife Dhara likely did.

Sunny has been behind the counter at the Corner Stop for almost 19 years. Everybody knows him. There’s the constant “Hey, Sunny!” as customers walk through the door. And he says “Hey!” right back.

There’s no question his friendly and upbeat personality is why players come back to take a

chance, and why year after year the store’s in the Lottery’s Million Dollar Sales Club. They sold more than \$1.4 million in lottery tickets last year.

It makes sense when you drop by at lunchtime and see the crowd. The place is bursting with lottery players. There’s a line at the register. Customers are waiting to play their numbers or pick out a scratch-off. The pace is frantic, but Sunny and Dhara move with ease past one another printing tickets, cashing out winners and tearing off scratch-offs.

“We are a lucky place,” says Sunny handing off what could be the next big winning ticket.



BEECH ISLAND

## At Todd’s They Treat You Like Family

Family is important to the Todds.

When you’re a customer at Todd’s Convenience Food Store #1, you’re treated like family.

“We hope when you come in you feel like you’re at home,” says owner Stacey Todd.

The store’s been his home since his dad Adrian opened the location in Beech Island in 1970. Now Stacey and his wife Karen run the business located by the South Carolina/Georgia border, not far from where the Savannah River crosses into Augusta.

Everyone is welcome at Todd’s. Their customers are fiercely loyal. Many live close by, some work at the Kimberly Clark plant nearby, and others are just passing through on their way to or from Georgia.

Stacey says that Lottery swings the door.

But spend any time in the store and you’ll uncover what really brings in the customers. It’s the Todds. They have a way with their customers that makes them feel like they belong.

A friendly smile, a little conversation and a “thank you” are standard practice.

It’s the perfect spot to play the Lottery. Players have a separate checkout line. They’ll teach you how to play and wish you lots of luck. And then there’s Todd’s secret weapon, Denise Johnson. Johnson is a wiz at working the lottery machine and can handle any request players throw at her.

“I give customers 100 percent of my attention,” says Johnson.

That’s what you do when they are family.



### Ring, Ring ,Ring: “Hello, Press 2 for Lottery.”

Todd’s is a third-generation family business. Stacey’s son William (left) runs another location on Main St. in New Ellenton.

As a kid, William spent a lot of time at the store with his Granddad and Dad. William confessed as a kid that he and his cousin would goof off at the store. They started answering the phone saying “Press 2 for the Lottery,” and would laugh when folks on the other end of the line would actually press a number.

Stacey told the kids to stop fooling around, until he realized customers were responding. Maybe the kids were on to something. So Stacey invested in an answering machine, and they’re still recording the daily lottery results today.



Pictured under the “Welcome to Todd’s” sign are husband and wife owners Stacey and Karen along with Veronica (Sissy) and Denise. At Todd’s this group wants you to feel like you are more than welcome, you’re family.

Lottery might help swing the door at Todd’s, but it’s the service you receive on the inside that keeps folks coming back again and again.





## WALTERBORO Taking Care of the Traveler

Southern hospitality is an art.

And the staff at three Self Serve Inc. convenience stores off I-95 in South Carolina practice it well.

Self Serve Amoco, Showtime USA and Texoland #2 are part of a local chain of stores in the low country that cater to travelers mostly. Their customers are passing through to fill up their tanks, grab some snacks, perhaps play the Lottery and then be on their way. Their interactions are brief but polite.

“Because we’re a highway store, we never see the same customer twice,” Donna Steele, who manages the Self Serve Amoco in Walterboro and has for three years since moving here from Pennsylvania, said. “All the snow birds are headed down South right now, but just name a state and we see travelers from there.”

Her message to staff: “You are seeing a customer for six seconds. You can put a smile on for that long.”

Right across the street at the Texoland #2, Manager Edna Adkins knows what tickets the tourists like, and it’s one she hopes will deliver a jackpot win to the store.

“Visitors go for Powerball® and Mega Millions®,” said Adkins. “When the jackpot is high, everybody is buying.”

Pictured from left to right: Joann Warren, Donna Steele and Edna Adkins of Self Serve Inc. These ladies do an amazing job taking care of travelers on I-95.



Twenty-five miles up I-95 in St. George, Joann Warren at Showtime USA welcomes the interstate traffic, but says her location gets more local traffic than her counterparts in Walterboro. Showtime USA leads the Self Serve chain in lottery sales.

“We have a sign in St. George that says we are the ‘Town of friendly people,’” says Warren. “In our small town customers like us, and they say they wouldn’t go anywhere else to play the Lottery.”

## BEAUFORT

### A Haircut, Shave and a Lottery Ticket at Harvey’s

The most unique and unexpected place to play the South Carolina Education Lottery has to be Harvey’s Barber Shop.

Located in downtown Beaufort, you’ll find Harvey’s on one of the most desirable and picturesque streets in the South. The water-front spot is a favorite for visitors with fun shops, good restaurants and art galleries to stroll.

Co-owner Johnny Harvey says his barber shop is the oldest business in downtown Beaufort.

“My father started it in 1936,” said Johnny.

Today, Johnny and his brother Ray run the family business.

It’s been at its present location at 919 Bay St. since 1954. In another life Harvey’s featured a pool hall then later a bar, but now its focus is shaves and haircuts.

And while you are waiting your turn in the barber chair, you can take a chance on a lottery ticket.

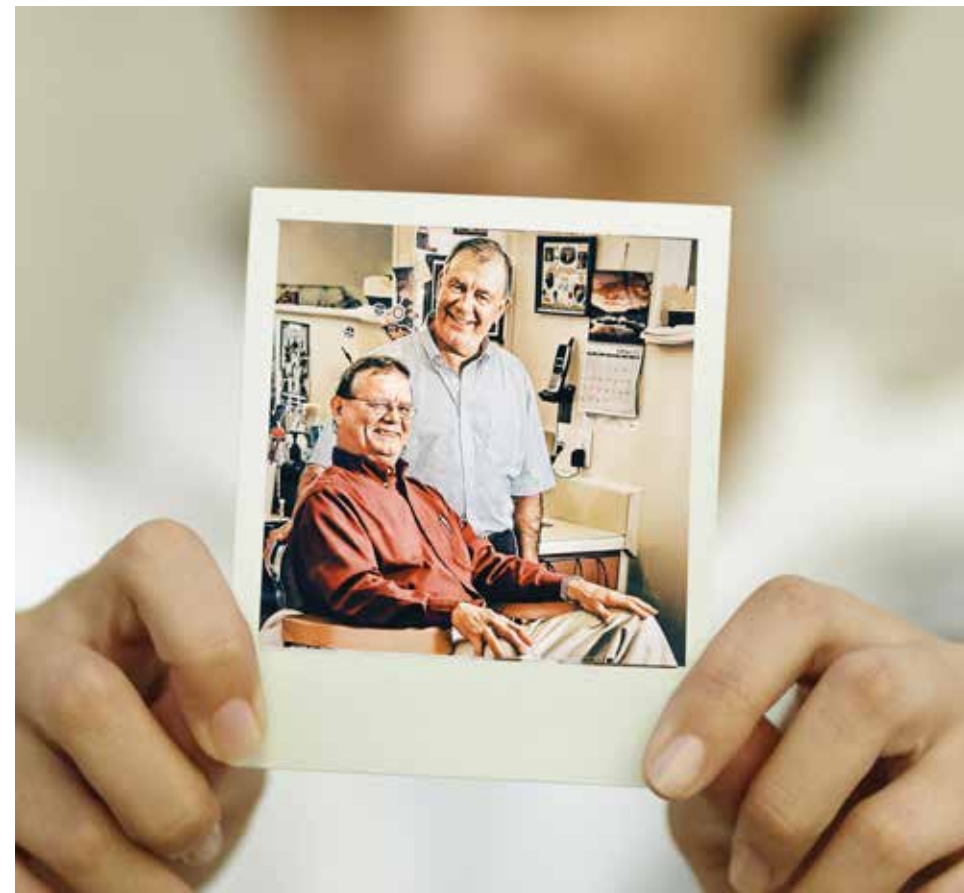
“It’s a little extra twist,” admits Johnny.

It was Ray’s idea to sell lottery tickets and Johnny filled out the application to become one of the first lottery retailers.

“Most of the people that buy from us are our customers,” said Johnny. “Some buy before they get their haircut, others after and some during the haircut. We have several groups that come in and buy tickets too.”

And a few tourists come in off the street to take a ticket home with them.

“Every once in a while we hear, ‘Gosh, I’ve never seen a barber shop with Lottery,’” said Johnny.

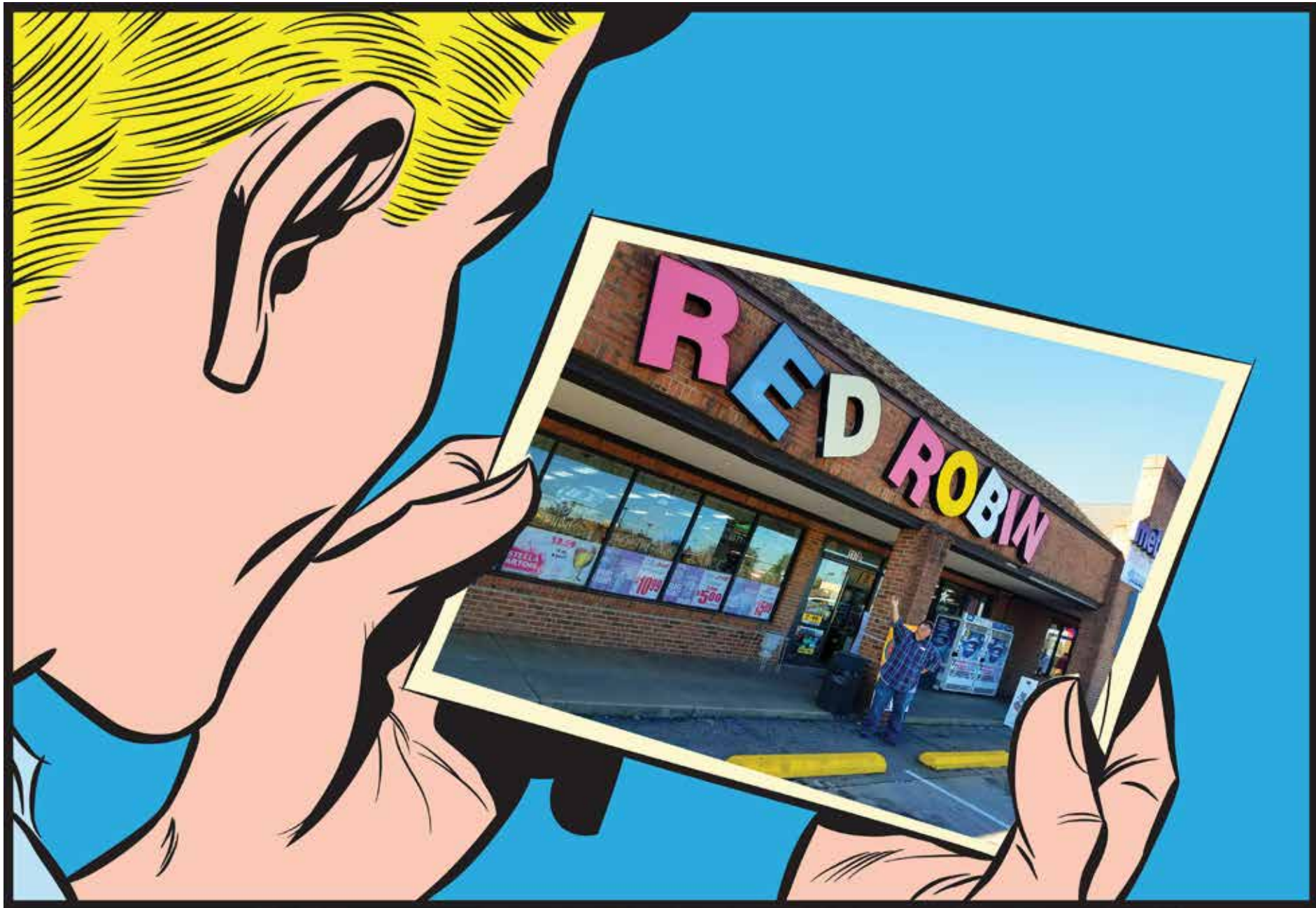


Brothers Ray and Johnny Harvey run Harvey’s Barber Shop, a business started by their father in 1936. It was Ray’s idea to sell lottery tickets when the games were first announced in South Carolina in 2002.



Harvey’s Barber Shop is not your typical lottery retailer. The barber shop on Bay St. is one of the oldest businesses in downtown Beaufort.





Over the years, lottery players have had some pretty fun times at the Red Robin as these photos on display at the register show.

Pictured pointing up at the big, colorful lettering that spells out the Red Robin sign is store manager Kim Ford. She knows all the regular lottery players and says they have good luck at the store on Woodruff Rd in Greenville.



This customer could have the winning numbers! Lots of players stop in for a snack and a drink and leave with a lottery ticket too. Assistant Manager Becky Brown (left) prints a Powerball® and a Mega Millions® ticket for this lucky lady.

## GREENVILLE Customers Come First at the Red Robin

On opening day of the Lottery, the Red Robin in Greenville sold more tickets than anyone else in the state. The story behind how they did it is a good one.

Owner Jay Jalali remembers that day in 2002 well. He'd sent his store manager to learn how to operate the new lottery gaming equipment, but on that first day of sales his manager wasn't at work. And Jay had to wing it.

"I didn't know how to use the lottery machine," Jay admitted. But what he did know was how to take care of his customers.

His solution, when a customer walked in and wanted to play the Lottery, Jay gave them a free scratch-off ticket and asked them to come back the next day.

It worked, and customers kept coming back. For several years, the Red Robin on Woodruff Rd. in Greenville was the area's top selling lottery retailer.

Jay opened the store in 1996 shortly after his second child was born. His wife Robin was nervous about the new business. To thank her for supporting him, Jay named the new station after her. Later they opened the Blue Jay across the street, this time adding his name to a store. A few years ago, Jay sold the Blue Jay as demand for real estate on Woodruff Rd. took off.

Today, Woodruff Rd. is one of the busiest streets in Greenville. Lined with popular stores like Sam's and Costco, restaurants for every taste, new medical buildings and large scale shopping complexes, it's a go-to destination in a city on the move. And the development shows

no signs of slowing down.

"We are one of the lucky ones," says Jay of surviving the business boom taking place around him. "We try to be super nice to our customers."

When Powerball® first rolled into South Carolina, the Red Robin hosted a huge launch party for players. Jay lowered gas prices for the occasion and customers lined up out the door waiting to buy their first Powerball® ticket that night. It was a fun time.

And excitement still exists at the store where several players have won \$250,000 and lots of other prizes in between. Jay says the winning moments make players happy, and the service is what keeps those customers coming back to the Red Robin.

Manager Kim Ford knows all their regular players. There's Lucky Chucky, a Hardee's biscuit maker and a retired veteran she names right off that play for fun and have good luck.

"We just take care of them," she said. "We take good care of all our customers."



# New Games

Scheduled to launch Tues., January 9:



Launch dates and tickets are subject to change.  
Artwork shown is not necessarily representative of final product.

## Ticket Alerts

### LAST DAY TO SELL

Wed., January 10: 3 Times Lucky (#877)  
Wed., January 17: Money Madness (#865), Ca\$h Ba\$h (#932), \$50 in a Flash (#940) & \$200 in a Flash (#942)  
Wed., January 31: Straight 8s (#1002)

### LAST DAY TO RETURN

Fri., January 12: \$100 in a Flash (#941), \$500 in a Flash (#943) & Ca\$h Blast! (#953)  
Fri., January 19: \$5,000 Mad Money (#922)  
Fri., January 26: Royal Win (#956)

### LAST DAY TO REDEEM

Tues., January 2: Crossword (#884)  
Tues., January 9: Lucky Loot (#882)  
Tues., January 23: My Million Dollar Series (#912), Queen of Green (#918) & Awesome 1s (#929)  
Tues., January 30: Junior Jumbo Bucks (#866)

- Dates Current as of 11/29/2017.

**HOLIDAY CLOSING: Mon., January 1, 2018** - SCEL and UPS will both be closed on New Year's Day. Tickets ordered on Fri., Dec. 29 will be delivered on Tues., Jan. 2.

**Selling Points** is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions, call 803-737-4419.

# Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the piece called "Odds of Our Games."

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

## Contact Information

**Ticket Orders:** 1-866-737-7235 (Option 1)  
**Stolen/Missing Tickets:** 1-866-269-5668  
**Intralot Help Desk:** 1-877-500-5202  
**Customer Information:** 1-866-736-9819  
**Winning Numbers Line:** 1-803-734-4966 (IWON)  
**Licensing Information:** 1-866-737-7235 (Option 4)  
**Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:  
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Please Play Responsibly!  
[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



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